



Charity number: 1123589



We work with neglected children across Kensington & Chelsea. They don't have much to smile about - you can help us change that.

Dear **xxxx**

I am writing to you today to ask if you can help us transform the life of a child living locally to you.

A child like Charlie...

Little Charlie grew up seeing his mum beaten black and blue by his violent father. This made him aggressive at school and he suffered from a very short attention span. He was put on the Child Protection Register.

After years of abuse, Charlie's mother finally found the courage to leave his father. Life began to look up for Charlie and his behaviour at school started to improve.

However, things took a turn for the worse...

Charlie's mother died suddenly, leaving him without a parent as he was unable to live with his father due to a court injunction. He moved in with his maternal grandmother, who struggled to care for him as she was grieving herself and suffering from severe depression.

That is more suffering and loss than anyone should have to cope with in a lifetime, let alone in Charlie's six short years.

I'd like to tell you it's all turned out well for Charlie, but I'm afraid I can't. Due to what he has been through Charlie is suffering from severe child-trauma. He blames his grandma for his mother's death and regularly threatens to kill himself. He has fits of rage and attacks those closest to him, whilst his behaviour at school has deteriorated rapidly.

You can't bring Charlie's mum back and you can't solve all his problems, but you can make his life better.

How? By supporting our work at Solidarity Sports. Founded in 2007 - we are a charity that helps vulnerable children turn their lives around through care, activity and sport. We work with some of the most disadvantaged children in the borough of Kensington & Chelsea - an area where average household incomes are over £100,000 per year, but where inequalities are stark. Budget cuts mean that social services are stretched and schools overwhelmed, which is having a severe impact on children that need support the most.

These are children who self-harm, children who suffer neglect, children who have been bereaved, and children who have suffered physical and sexual abuse.

We give these children the love and attention they are so often missing - nurturing their confidence and helping them to enjoy life, rather than just exist.

We currently deliver after-school, weekend and school-holiday projects for our children. During the holidays, we spend 25 hours per week with our most vulnerable children. However, in term time we only see these children for a maximum of six hours a week.

Frankly, that's not enough - these children desperately need us, as in many cases they are neglected at home and alienated at school.

That's why we need your help to launch our new Intensive Support Programme

The programme will enable us to collect five of our most vulnerable children from school three times a week to take them on outings and interact with them. We do things like playing in the park, visiting museums and helping them with homework. Things that most children take for granted, but not these kids. These three hours also give crucial respite to the parents of these children, who are often struggling to cope with life.

We devised this programme in the wake of a tragic event. Just before February half-term this year, a parent attempted suicide. We spent every day during half-term with her three children, who were severely traumatised. This not only helped the kids cope but enabled their mum to get better. Here's what she texted us just ten days after we intervened:

"Listen I just wana say a big thank u to u I really appreciate it, it means a lot. This is a big help for me!!! Thanks".

If we had been able to provide more support the attempted suicide may never have happened.

Incidents like this make it clear that many children need more attention than we currently give. That's why it is so vital to introduce the Intensive Support Programme.

What can you do to help?

The Intensive Support Programme costs £6000 per child, per year. I am asking you to partner with us and donate £6000 to help Charlie or one of the four other children we have identified as being most at risk. Each child will benefit from 114 trips and 342 hours of care in a year - a level of support they desperately need.

We will also work with the children's parents to improve their relationship with their kids, as well liaising with teachers to monitor progress.

£6000 is a lot of money, I know, but we are a small charity and every single penny of that money will go directly into helping a child. Please believe me when I say it will make a massive difference.

Just read what Holly, a teacher at a local school, says about the programme:

"The programme will help children to cope with the stress and trauma that they are experiencing. Every child that will benefit is or has been at some point on the Child Protection Register. Without funding for this programme, I fear that these children will not receive the out-of-school support that they desperately need. This fantastic long-term programme is urgently required for our most vulnerable children."

Holly Williamson - Learning Mentor, St Cuthbert School, Kensington

We will be working hard to make sure that Charlie and the other kids have something to smile about and stop them from being emotionally damaged forever. To do that, we need to spend as much time as we possibly can with them.

Just how much time is down to you - please consider becoming a sponsor and ensuring that our vital work can not only continue, but grow.



With your help, these children can start smiling again.

In return for your support, we would like you to see first-hand just how much difference you are making. We will keep you updated on how the child you're helping is getting on and invite you to join us on an outing. We will also put your logo on our website with a link to your own site.

Obviously I don't expect you to donate £6000 just on the strength of this letter - although I won't turn it down! But I'm sure you want to know more, so I would like the opportunity to discuss our work and tell you how you can transform the life of a child living locally to you.

You can call me on **0207 376 0032** or email on **sean@solidaritysports.org**.

These children really need the support you can provide. Please, get in touch today, while this is on your mind.

Best wishes

Signature here

Sean Mendez

Founder and Director, Solidarity Sports

www.solidaritysports.org

PS I should add that Charlie isn't his real name - I changed it to protect his identity. His story, however, is all too real.